

ABSTRACT OF THE DISCLOSURE

There is disclosed a Web audience analyzing method
for analyzing an audience of a Web page assembly
constituted of at least one Web page by a computer,
5 comprising the steps of acquiring related information
including a designation of a Web page assembly related
to the Web page assembly as an analysis object,
acquiring audience information with respect to the Web
page assembly designated by the related information,
10 and executing an analysis processing based on the
acquired audience information and obtaining evaluation
information concerning the analysis object Web page
assembly.

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